

and he's terrible and everybody knows he's terrible. But you want his business." The solution, said Mr. Chambron, is to "sit down with a tape recorder and let him talk about himself and his business" and edit it down to an interesting, tight, unabrasive 60 seconds. "Let's not script people who are not professionals," he demanded.

Among Mr. Chambron's other suggestions for local spot production: To build durability into a spot, punch lines that wear out quickly should be avoided.

The "greatest sin" in radio commercial programming, he said, is "to take the sound track from television and apply it to radio—it's a totally different medium."

An afternoon session featured Roy O. Danish, director of the Television Information Office, who narrated a slide presentation that is intended to counter criticism of children's television by groups such as Action for Children's Television; Robert I. Elliott, a special assistant to the president of CBS Inc., who warned the assembled broadcasters that pay cable would "skim the cream" from sports events and movies if the FCC relaxes its antisiphoning rules, and A. James Ebel, president of KOLN-TV Lincoln, Neb., and chairman of the CBS affiliates' satellite committee, who discussed the future of satellite transmission and its effect on TV broadcasters.

In his presentation, Mr. Danish stressed what he regarded as "effective" NAB code standards regulating the content of children's programming and of the commercials that appear in that programming. When he finished, he asked the assembled station executives if they could use the presentation in their own communities. A consensus seemed to develop that if the TIO could transfer the whole production, including a voice track of Mr. Danish's narration, onto film, the broadcasters would have a usable public-relations tool. By a show of hands, however, a majority registered themselves as dissatisfied with its length (almost an hour). Mr. Danish said that the presentation was about as compressed as the TIO could make it ("The script was mas-

saged more than any guy walking up 42d Street") but that rather than snip off pieces here and there "we'd take out one whole section—maybe the one on programming—to shorten it" to 20 minutes or so.

On pay cable, Mr. Elliott chided the station executives for closing their eyes to the dangers of siphoning by pay TV of top sports events and of movies such as "Cabaret" and "The Sting." He said that the entrepreneurs of this week's Ali-Frazier fight expect to take in \$17 million on the one night's closed-circuit presentation. "Since the TV rights to the whole NFL season come to only \$47 million," he continued, "you can see how vulnerable existing sports attractions would be if the FCC relaxes its rules."

Mr. Elliott also said that the present total of 100,000 homes wired for pay cable represents a 600% rate of growth over the past 10 months. Broadcasters, he concluded, should get local community groups to support the industry's antisiphoning stand and give more of their air time to debates on the future of pay cable, to make the public more aware of this issue.

The final speaker, Mr. Ebel, after clicking off a series of slides on the technology of satellite transmission, said direct satellite-to-home transmission was possible right now but that it would cost about \$8 billion for one satellite source to reach every home in the U.S. compared to \$4 billion for one terrestrial source using standard over-the-air facilities (and \$21 billion for a terrestrial source using only cable). He also said that "operational problems" have "thrown into limbo" any plans by the networks to bypass AT&T and beam their signals to affiliated stations by means of satellites. But someone in the audience reminded Mr. Ebel of another reason: AT&T lowered its rates when the networks began seriously looking into the possibility of satellite transmission.

A possibility that the FCC may act on standards for quadraphonic FM broadcasting by the spring of 1976 was suggested by Byron Fincher, manager, RCA

communications systems division, at the opening engineering session. He and George Bartlett, NAB engineering vice president, noted that quad systems proposed by five companies are being field-tested at KIOI(FM) San Francisco under the aegis of the National Quadruphonic Radio Committee (BROADCASTING, Oct. 21). Mr. Fincher said the committee hoped to get the test information to the FCC by February or March 1975, and that perhaps the FCC could act by "a year from the NAB convention" next April.

Mr. Fincher, who noted that two of the systems currently being field-tested were proposed by RCA, said RCA hoped soon to field-test its AM stereo system, after the quad tests are out of the way.

Pierce in, Schwartz out as ABC regroups

Network TV chief is succeeded by number-two man and is appointed head of expanded Leisure Group

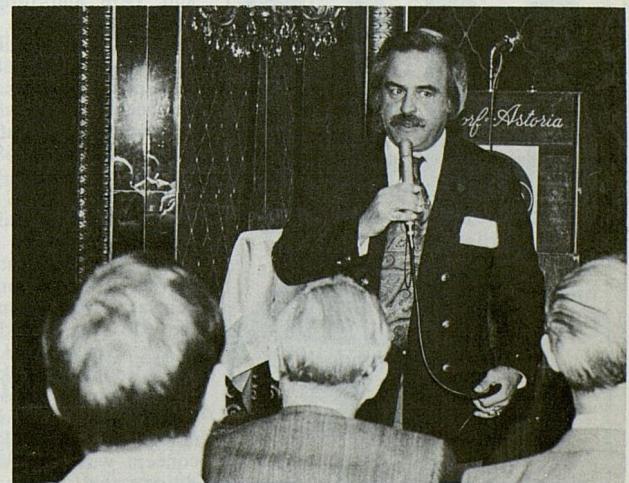
In a startling high-echelon shuffle, ABC installed Frederick S. Pierce as president of ABC Television last week and sent Walter A. Schwartz, a 19-year veteran of broadcasting, from that post to the presidency of a new nonbroadcast subsidiary.

The changes, elevating the 41-year-old Mr. Pierce to ABC's top TV rung and putting Mr. Schwartz into the new post of president of ABC Leisure Group II, were effective immediately. Less than 24 hours after they were announced by ABC Inc.'s Chairman Leonard H. Goldenson and President Elton H. Rule last Tuesday afternoon, Mr. Pierce was breaking into his new job and Mr. Schwartz was reported to be visiting the wildlife preserve near Washington that is part of his own new preserve.

ABC officials did all they could to discourage speculation that the changes—



Motivator. Dr. Herb True, who makes a mini-career out of NAB meetings, puts across a point and a punch line.



Teacher. Ted Chambron, vice president for Chuck Blore Creative Services, leads delegates through the creation of a radio spot.

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PUBLIC NOTICE

The City of Cohoes, in Albany County, New York invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with the "Requests for Proposals" available from the undersigned.

Applications will be accepted at the City Clerk's Office, City Hall, Cohoes, New York until twelve o'clock noon on Monday, January 6, 1975.

Each package shall be clearly labeled "Cable Proposal" and shall be mailed by registered mail, return receipt requested. All applications received will be available for public inspection during normal business hours at the City Clerk's Office, City Hall, Cohoes, New York.

Marion M. Wonderford
City Clerk
City Clerk's Office
City Hall
Cohoes, New York 12047
237-7811, Extension 39

or others, announced one day earlier, in the ABC Entertainment division—were related to the ratings crisis ABC-TV has experienced this year, particularly in its Friday and Saturday-night line-ups.

The original ABC Leisure Group, under President I. Martin Pompadur, has expanded to the point where "the time [is] right to implement our original plans to create a second Leisure Group to insure orderly development and future growth in these important areas," Messrs. Goldenson and Rule said in a joint statement. "We are fortunate to have an executive with Wally Schwartz's wide skills to move into this key position."

ABC Leisure Group II under Mr. Schwartz—who will be 51 years old next Thursday (Oct. 31)—will consist of ABC Theaters, headed by President P. Harvey Garland and composed of 267 motion-picture theaters in 11 Southeastern and Southwestern states; ABC Scenic and Wildlife Attractions, headed by President John Campbell and including Silver Springs and Weeki Wachee Spring in Florida, the Wildlife Preserve at Largo, Md., and the Historic Towne of Smithville, near Atlantic City, and the Silver Springs Bottled Water Co. in Florida, also headed by Mr. Campbell.

Mr. Pierce has been senior vice president of ABC Television since January and in that post, spokesmen said, he has been in effect the division's number two executive, after Mr. Schwartz. Messrs. Goldenson and Rule emphasized his "broad administrative and creative abilities" and said "he has played a major role in all management decisions of ABC Television since the division was established in 1972. Before that he was an important contributor to the leadership that directed the significant progress of the ABC Television Network." He will have under him the same divisions Mr. Schwartz had: ABC-TV network, ABC-owned TV stations, ABC Entertainment, ABC Sports and ABC Television Planning and Development.

Mr. Pierce joined ABC in 1956 in research, became supervisor and then manager of audience measurements in 1957 and 1958 and director of research in 1961, adding sales development to his research responsibilities in 1962 and then, also in 1962, becoming director of sales planning and sales development. He has been a vice president since 1964, was national director of sales for ABC-TV from 1964 to 1968, subsequently vice president in charge of planning and development for ABC Television and later, along with that, assistant to the president of ABC Television.

Last week's announcement said Mr. Pierce would be nominated to—and Mr. Schwartz would continue to serve on—the ABC Inc. board of directors.

Mr. Schwartz had been president of the ABC Radio network for five years when he was named president of ABC Television in July 1972. It was under his leadership that ABC Radio's four-network concept was introduced and established. Before that, he had managed ABC's WABC(AM) New York. He entered radio at WWJ(AM) Detroit in 1955, subse-

quently served with Westinghouse Broadcasting Co.'s Radio Advertising Representatives in Detroit and in Westinghouse station posts before joining ABC in 1963.

Like Mr. Schwartz, Mr. Pompadur moved to the ABC Leisure Group from the broadcasting side. He had been vice president and assistant to President Rule, in effect Mr. Rule's chief of staff. As president of what now becomes ABC Leisure Group I, he will continue to be responsible for ABC Records and music publishing, Anchor Records and music publishing (London), ABC Record and Tape Sales Corp., ABC retail music stores, ABC farm publications, ABC leisure magazines, *Modern Photography* and *High Fidelity* and related publications, and ABC Entertainment Center in Century City, Los Angeles.

Other ABC changes last week were in the ABC Entertainment division under President Martin Starger. They were designed to take up the slack created by the departure of Barry Diller as chief prime-time program executive to become chairman of Paramount Pictures and, as ABC sources had predicted, involved promotions and reassessments of functions (BROADCASTING, Oct. 14). The changes:

Edwin T. Vane, vice president and national program director, becomes senior vice president and national program director. Michael D. Eisner, vice president for program development/production, becomes vice president, prime-time series television; Anthony D. Thomopoulos, vice president, prime-time TV programs, New York, becomes vice president, prime-time television creative services; Anthony Barr, director and general program executive, becomes vice president, prime-time current series; Dennis E. Doty, director of morning program development and executive assistant to President Starger, becomes vice president, morning programming; Michael Brockman, director of daytime programming, becomes vice president, daytime programming.

Brandon Stoddard continues as vice president, motion pictures for television, and Alan R. Morris continues as vice president, legal, production and financial administration.

\$14-million rebate sought by AT&T

Bell companies ask FCC as well as claims court, for refund of filing fees paid since mid-1970; more comments on fee rulemaking

AT&T has added its name to the list of those seeking refunds of filing fees from the FCC (BROADCASTING, June 24). The request is for \$14 million.

The Bell companies have petitioned directly to the FCC for a refund of all filing fees paid since August 1970, when the last fee schedule was adopted by the commission. AT&T has also submitted a refund request to the U.S. Court of Claims, the usual recourse of those seeking refunds.

AT&T explained its dual request was